

JOB DESCRIPTION

Company Overview:

Sadashiv Castings Pvt. Ltd., established in 1992, is a progressive and innovative manufacturing company that has carved a niche for itself in the steel industry. To be a leading force in steel manufacturing, dedicated to producing high-quality products while emphasizing our "**Go Green**" initiative.

Currently, the company operates Five Induction Furnaces, Two Alloy Steel Rolling Mills, One HR Coil Rolling Mill, Three Cold Rolling Strip Mills, and Two Pipe Mills.

Under the esteemed leadership of our **Chairman, Mr. Kewal Garg**, and our **Managing Director, Mr. Sumit Garg**, we have cultivated a robust foundation rooted in innovation and integrity, strategically positioning the company for sustainable growth and unparalleled operational excellence.

JOB TITLE	Digital Marketing Executive
DEPARTMENT	Marketing
REPORTS TO	Management
DATE	30.09.2024

Job Overview: As a Digital Marketing Executive, you will be responsible for planning, executing, and optimizing online marketing campaigns across various digital platforms. This role involves managing social media accounts, developing engaging content, and working closely with other departments to drive traffic, increase brand awareness, and generate leads.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- 1-3 years of experience in digital marketing or a similar role.
- Strong understanding of digital marketing concepts and best practices.
- Experience with major social media platforms and social media management tools (e.g., Hootsuite, Buffer).
- Proficiency in SEO, SEM, and Google Analytics.
- Excellent written and verbal communication skills.
- Basic knowledge of graphic design tools like Canva, Adobe Photoshop & Coral Draw is a plus.

Skills:

- Creative thinker with the ability to develop innovative marketing campaigns.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Ability to manage multiple tasks and work in a fast-paced environment.
- Team player with strong interpersonal skills.

Key Responsibilities:**1. Digital Marketing:**

- Develop and implement digital marketing campaigns (SEO, SEM, PPC, display advertising).
- Collaborate with the content and design teams to create engaging digital content for various channels.
- Monitor website traffic and track performance metrics using tools such as Google Analytics.

2. Social Media Marketing:

- Manage and oversee the company's social media platforms (Facebook, Instagram, LinkedIn, Twitter, etc.).
- Create and schedule engaging content tailored to each platform's audience.
- Monitor, respond to, and engage with users on social media channels.
- Analyze social media performance and generate reports, offering insights to optimize future campaigns.

3. SEO (Search Engine Optimization):

- Conduct keyword research and work with the content team to optimize website content for search engines.
- Monitor and report on website rankings, making necessary adjustments to improve SEO.

4. Advertising:

- Develop, manage, and optimize paid digital campaigns across platforms such as Google Ads and Facebook Ads.
- Track and analyze campaign performance, adjusting strategies for better ROI (Return on Investment).

5. Email Marketing:

- Develop, execute, and analyze email marketing campaigns to support lead generation and customer engagement.
- Maintain the email database and ensure compliance with data privacy regulations.

6. Analytics & Reporting:

- Track and report on the performance of digital marketing campaigns using tools like Google Analytics, Facebook Insights, and others.
- Provide insights and recommendations for improving campaign performance.

7. Market Trends and Competitor Analysis:

- Stay updated on the latest digital marketing trends and tools.
- Conduct competitive analysis to identify opportunities for growth.

8. Web Site and WordPress Management:

- Oversee the company's website by conducting regular content updates and optimizations through WordPress.
- Ensure the website is user-friendly and visually appealing.
- Troubleshoot any issues related to WordPress.
- Stay updated on the latest WordPress features and best practices to enhance website performance.

9. Documentation:

- Maintain accurate records of technical issues, solutions, and configurations related to digital marketing tools and platforms.
- Create and update documentation for digital marketing processes, procedures, and user guides.
- Ensure that all documentation is clear, concise, and accessible to team members.

Contact Us to Apply:

You may send your CV to the email id: hr.sadashivsteel@gmail.com or call Mob: +91 99414-00005.